



UKCKMA Social Media Policy

1. Purpose

This policy sets out the standards and guidelines for the responsible use of social media by all members, instructors, parents, and volunteers associated with **UKCKMA**. It aims to promote a positive and respectful online presence while safeguarding our members, particularly children and vulnerable adults.

2. Scope

This policy applies to all individuals associated with **UKCKMA**, including:

- Instructors and coaching staff
- Students (including junior members)
- Parents and guardians
- Volunteers and club officials
- Social media account managers or admins

It covers all digital and social media platforms, including but not limited to:

- Facebook, Twitter (X), Instagram, TikTok, YouTube, Snapchat, LinkedIn
- Messaging services such as WhatsApp, Telegram, Facebook Messenger
- Club forums, blogs, and websites
- Any other online communication platforms

3. Club Social Media Accounts

The official **UKCKMA** social media accounts are managed by designated individuals appointed by the club. These platforms are used for:

- Promoting club events, classes, and achievements
- Engaging with current and prospective students
- Sharing martial arts-related educational content
- Providing updates on class schedules and policies

All content posted on official club accounts must adhere to the club's values and safeguarding policies.

4. Safeguarding and Social Media Use

To ensure the safety and well-being of our members, particularly children and vulnerable adults:

- No personal details (e.g., full names, addresses, phone numbers) of junior members will be shared on social media.
- Photos or videos of children will not be shared without written parental consent, in line with the club's **Photography & Videography Policy**.



- Instructors and volunteers must not engage in private conversations with junior members through direct messages on social media.
- All online interactions should always be professional and appropriate.

5. Code of Conduct for Social Media Use

All members, parents, and staff must follow these guidelines when engaging with the club's social media:

- Be respectful in all communications, avoiding offensive, abusive, or discriminatory language.
- Do not engage in or tolerate cyberbullying, harassment, or trolling.
- Do not post misleading, false, or defamatory information about the club, its members, or associated individuals.
- Do not share confidential club matters, including financial, disciplinary, or safeguarding concerns.
- Any grievances should be raised through the official **Club Complaints Policy** rather than public forums.

6. Managing Club-Related Groups and Chats

Where the club operates WhatsApp or Facebook groups for communication:

- Only authorised club representatives should create and manage official groups.
- Groups must be used solely for club-related information (e.g., class times, events, schedule changes).
- Junior members under 18 should not be included in any private group chats unless parents/guardians are included.
- Messages must be appropriate, professional, and aligned with safeguarding policies.

7. Personal Social Media Use

While members and staff are encouraged to promote martial arts and the club, they must:

- Avoid representing themselves as an official spokesperson of **UKCKMA** unless authorised.
- Not share confidential club matters or personal information about other members.
- Not post content that could harm the reputation of the club or its members.

8. Responding to Inappropriate Social Media Use

If inappropriate content is posted relating to the club:

- The club management team will investigate and take appropriate action.
- Any safeguarding concerns will be reported to the relevant authorities.
- Posts that breach club policy may result in disciplinary action, including potential suspension or expulsion.



9. Reporting Concerns

Any concerns regarding social media use can be reported to the club's **Social Media Officer** or **Club Safeguarding Officer**. Concerns related to safeguarding must be escalated to BMABA's Safeguarding Team at safeguarding@bmaba.org.uk or by calling 01798 306546.

10. Policy Review

This policy will be reviewed annually or as necessary to ensure compliance with current legislation and safeguarding best practices.

11. Acknowledgement

All members, instructors, and parents are expected to read, understand, and adhere to this policy. By participating in **UKCKMA**, you agree to comply with these guidelines.

Signed: Alan Lufflum (Lead Instructor / Club Manager)

Date: 15/01/2025

Review Date: 15/01/2026